

Message Text

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SUBJECT: ANOTHER GOLYAKOV ARTICLE ON USIA/ICA REORGANIZA-
TION

REF: MOSCOW 2635

(BEGIN UNCLASSIFIED)

1. SERGEY GOLYAKOV, EXECUTIVE EDITOR ("OTVETSTVENNIY
SEKRETAR") OF "NOVOYE VREMYA" AND AUTHOR OF THE
"DEFINITIVE" SOVIET STATEMENT ON THE USIA/ICA REORGANIZA-
TION IN PRAVDA OF FEBRUARY 22 (REFTEL), HAS DISHED UP TO
HIS READERS YET ANOTHER FAIRLY PREDICTABLE ASSESSMENT OF
THE REORGANIZATION, THIS TIME IN THE APRIL 7 ISSUE OF HIS
OWN JOURNAL. THIS LATEST ARTICLE, ENTITLED "THE AGENCY'S
NEW, BUT THE GOALS?", TAKES AS ITS POINT OF DEPARTURE
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PAGE 02 MOSCOW 07612 131436Z

RECENT STATEMENTS ON THE REORGANIZATION MADE BY DIRECTOR
REINHARDT AND THE SPEECH DELIVERED AT THE NATIONAL PRESS
CLUB BY ASSOCIATE DIRECTOR STRAUS. ALTHOUGH SIGNIFICANTLY
MORE RESTRAINED THAN HIS EARLIER PRAVDA ANALYSIS,
GOLYAKOV'S MOST RECENT EFFORT REPEATS THE MESSAGE THAT THE
NEW AGENCY WITH ITS BEEFED-UP BUDGET "IS SEEMINGLY . . .
GETTING READY TO PUSH THE SAME OLD LINE WITH NEW FERVOR."

2. QUOTING ASSOCIATE DIRECTOR STRAUS TO THE EFFECT THAT VOA "IS NOT THE VOICE OF THE ADMINISTRATION AND NOT THE VOICE OF THE GOVERNMENT," GOLYAKOV SAYS THAT STRAUS "AGAIN ADVOCATED THE IDEA OF THE 'INDEPENDENCE' OF THE VOICE OF AMERICA." HE CITES DIRECTOR REINHARDT AS SAYING THAT THE MAIN GOAL OF THE NEW AGENCY IS "PUBLIC DIPLOMACY" (GOLYAKOV'S QUOTES), THE NEED "TO TALK WITH ORDINARY CITIZENS OF OTHER COUNTRIES AND TO BRING PEOPLE TOGETHER." THIS GOLYAKOV SEES AS A "PRAISEWORTHY" DESIRE, BUT HE PROFESSES SKEPTICISM AS TO WHETHER IT REPRESENTS THE NEW AGENCY'S REAL PURPOSE SINCE NEITHER REINHARDT NOR STRAUS "CONSIDERED IT NECESSARY EVEN TO MENTION DETENTE OR THE HELSINKI FINAL ACT WHICH TRULY CREATED A REALISTIC BASIS FOR STRENGTHENING MUTUAL UNDERSTANDING AMONG PEOPLES." "IF," GOLYAKOV CONTINUES, "THE NEW PROPAGANDA AGENCY OF THE U.S. INTENDS TO CONTINUE TO IGNORE POSITIVE CHANGES IN INTERNATIONAL LIFE, IT WILL HARDLY MEET WITH ANY UNDERSTANDING FROM ITS OVERSEAS AUDIENCE." HE CONCLUDES BY LECTURING THAT "THEY (THE ICA LEADERSHIP) ARE MISTAKEN IF THEY THINK THAT THEY WILL BE PERMITTED 'TO TALK WITH ORDINARY CITIZENS OF OTHER COUNTRIES' FROM A POSITION OF PROPAGANDISTIC 'DIKTAT'." (END UNCLASSIFIED)

3. (BEGIN LIMITED OFFICIAL USE) COMMENT: P & C OFFICERS HAVE VISITED GOLYAKOV ON TWO OCCASIONS SINCE HIS FEBRUARY LIMITED OFFICIAL USE

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PAGE 03 MOSCOW 07612 131436Z

PRAVDA ARTICLE AND HAVE DISCUSSED THE REORGANIZATION WITH HIM (ON THE MOST RECENT OCCASION, VOA RUSSIAN SERVICE CHIEF VIKTOR FRANZUSOFF ACCOMPANIED AND PROVIDED A LUCID EXPLANATION OF THE SERVICE'S OPERATIONS AND RATIONALE). GOLYAKOV EXPRESSED THANKS FOR WIRELESS FILE COPIES OF DIRECTOR REINHARDT'S STATEMENTS ON THE REORGANIZATION (WHICH WERE IN EVIDENCE ON HIS DESK DURING OUR LAST CALL). IN CONTRADISTINCTION TO HIS PRAVDA ARTICLE, GOLYAKOV'S MOST RECENT EFFORT CITES POSITIVE STATEMENTS FROM THE AMERICAN SIDE. HIS CONCLUSION, IS PREDICTABLE SOVIET BOILERPLATE, BUT IT IS MORE CONDITIONAL, AND BALANCED, AND ABSENT OF THE STRIDENT TONE OF THE PRAVDA ARTICLE. GOLYAKOV HAS STRUCK US AS A BIT MORE SOPHISTICATED THAN SOME OF HIS FELLOW SOVIET COMMENTATORS AND, HIS SPECIFIC ADVICE THAT WE LOOK FOR HIS "NOVOYE VREMYA" PIECE, MAY BE AN INDICATION OF A SLIGHT MODIFICATION IN THE UNIFORMLY NEGATIVE PRESS REACTION TO THE CREATION OF THE NEW ICA OBSERVED TO DATE. TOON

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